

### **ABSTRACT**

A system, method and computer program product for automatic selection of encoding parameters for transmission of media objects is provided. The method and computer program product involve the automatic selection of media encoding parameters based on editorial and technical contexts. Such contexts include time constraints, duration, size, quality, processing time and compression time. The media objects are then automatically encoded using these automatically selected parameters, and then transmitted from a remote site to one or more additional sites via a communications network.

5